

# Where Your Reality Becomes Your Wealth

Digital assets transcend games to become real-world wealth

**390,000**  
Limited Land NFTs

**5 Billion**  
Max DSWAR Supply

**3×9=27**  
Vision Complete

# AGENDA

## Table of Contents

DSW IR

- 01** **비전 및 개요**  
Vision & Overview
- 02** **시장 기회 및 문제 정의**  
Market Opportunity & Problem Definition
- 03** **DSW 솔루션 및 플라이휠**  
DSW Solution & Flywheel
- 04** **핵심 시스템 (3-Pillar 경제)**  
Core Systems (3-Pillar Economy)
- 05** **생태계 구성 요소 (5개 플랫폼)**  
Ecosystem Components (5 Platforms)
- 06** **스테이킹 시스템 (Seed-to-Forest)**  
Staking System (Seed-to-Forest)
- 07** **DSW.S 쇼핑몰 (RWA 쇼핑몰)**  
DSW.S Shopping Mall (RWA Shopping Mall)
- 08** **핵심 자산 - LAND & TREE & 프리미엄 시스템 (핵심 자산 구조)**  
Core Assets - LAND & TREE & Premium System (Core Assets Structure)
- 09** **로드맵 (로드맵 2023-2027)**  
Roadmap (Roadmap 2023-2027))
- 10** **토큰노믹스 (토큰 경제 및 배분)**  
Tokenomics (Token Economy & Distribution))
- 11** **KPI 및 투자 포인트**  
KPI & Investment Points)
- 12** **요약 (요약 및 마무리)**  
Executive Summary (Summary & Closing))

CRITICAL ISSUE

120 Trillion KRW

Annual Digital Economy Value Evaporation

**Serious Asset Loss**

Jeopardizing Digital Economy's  
Continuous Value Creation



**Game Item Ownership**

0% Ownership

100 Trillion KRW annual market with zero ownership rights for users

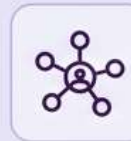
- 200 Trillion KRW annual market with for users
- Seno nrmana rights for oween rights for users



**Shopping Reward Expiration**

30% Average Expiration

6 Trillion KRW annual reward value loss to save one and cooperating usedfçrm



**Web2 Value Monopoly**

95%

Platform profit monopoly with user compensation under tine under 5%

# 3 Core Problems

Structural Contradictions Threatening Digital Economy Sustainability



**0%** Ownership

## Game Item Ownership

100 Trillion KRW annual market /  
0% user ownership rights

- ✗ Variable ownership structure prevents value accumulation
- ✗ Time and effort-based purchases lack inherent value
- ✗ Company policy changes limit asset value



**30%** Average Expiration

## Shopping Reward Expiration

6 Trillion KRW annual expiring  
rewards value

- ✗ Average 30% expiration rate
- ✗ Complex redemption and refund issues
- ✗ Siloed points with complex cross-usage barriers



**95%**

## Web2 Value Monopoly

95% platform profit monopoly rate

- ✗ User compensation under 5%
- ✗ Data exploitation issues (privacy concerns)
- ✗ Siloed systems prevent interoperability

# 120 Trillion KRW Market Intersection of 3 Sectors

DSWAR token bridges gaming, investment, and consumption markets

## GAME PROBLEM **Ownership Issues**

NFT shortages miluwing gain into dEOp:Intit and P2P markets to allan their own pards

## NFT PROBLEM **Utility Shortage**

70% inactive NFTs are vllwant NFT

## COMMERCE PROBLEM **Flat Rewards**

30% Korean commerce under 6% expiring points

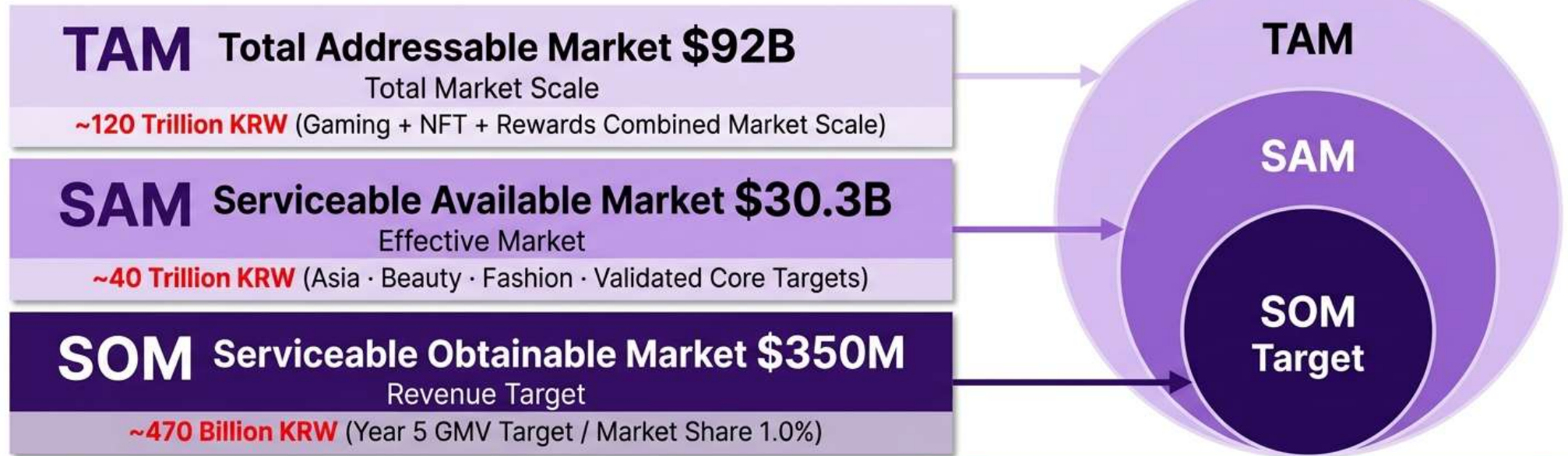


**DSW is the solution, bridging hope these markets and addressing the core pain points**

## MARKET OPPORTUNITY

# Total Addressable Market (TAM) ~120 Trillion KRW

Gaming (\$37B) + NFT (\$15B) + Rewards (\$40B) Combined 3-Sector Market Scale



**Initial 3-5 Year Focus: Strategic pipeline and profitable foundation through concentration**

# DSW SOLUTION

The Unique Circular Web3 Ecosystem Addressing Value Disconnection and Decay

Organically integrating games, shopping, and investment through a unified value mechanism



## RWA

Real World Asset

DSWAR tokens have physical purchasing power through DSW.S or other real-world assets, maintaining intrinsic value outside speculation

### DSW.S Real Product Purchases

Up to 70% discount advantage



## Circulation

Value Cycle

Through the Earn-Spend-Grow loop, a sustainable circular structure is created where value does not dissipate

### Earn-Spend-Grow Loop

Continuous reinvestment chain



## Sustainability

Economic Model

Real-world revenue supports stable tokenomics without relying solely on hype cycles

### Revenue-Based Tokenomics Model

Annual 14.4% Deflation Mechanism

# Why Did Traditional P2E Fail?



## The Problem: Death Spiral

### Five Causes of Failure

- 1) Lack of clear token utility/reason to hold
- 2) Reward tokens create inevitable selling pressure
- 3) Absence of scarce asset layer like Land/NFT
- 4) No real-world use cases (RWA integration)
- 5) Insufficient sink model to absorb and burn tokens

### Project Death Spiral



## The Opportunity: DSW's Solution

**\$300B+**

Global Gaming Market  
(Traditional + Web3 combined)

**Top 5 Korea E-Commerce Rank**  
(Leveraging Korean e-commerce infrastructure)

### DSW's Blue Ocean Strategy



**Web3 Gaming + Real Commerce Integration**  
(Digital assets meet physical shopping)



**Strong Digital Real Estate Demand**  
(LAND, TREE ownership and production assets)



**Circular Economy Model**  
(Earn-Spend-Grow replaces one-way extraction)

# Economic Flywheel — Earn · Spend · Grow Circulation Ecosystem








# CORE SYSTEMS

Earn · Spend · Grow — 3-Axis Circular Economy



## EARN



(Acquisition & Mining)

-  DSWAR gameplay rewards
-  Land/Tree NFT mining
-  Daily missions & quests
-  Achievement bonuses
-  Referral rewards



## SPEND


(Consumption & Utility)

-  DSW.S mall shopping (up to 70% off)
-  Lucky box purchases
-  Character upgrades & skins
-  Premium features unlock
-  P2P marketplace trading



## GROW

(Investment & Expansion)

-  Seed-to-Forest staking system
-  Asset value appreciation
-  Reinvestment cycle
-  Commercial building NFT acquisition
-  Portfolio diversification

Exchange Rates

100 PP → 1 DSWAR

| 1 NP → 1 DSWAR

| DSWAR ↔ SP

# DSW Ecosystem's 5 Major Platforms

Operating

## DSWAR Game

Mobile/Web P2E gaming platform, Earn PP rewards



Operating

## DSW Market

dswstore.io - NFT P2P trading marketplace



Operating

## DSW Wallet

dswwallet.io - Multi-asset management wallet



Open Beta Testing

## DSW.S Shopping

dsws.io - RWA mall with up to 70% discount on real goods



In Development

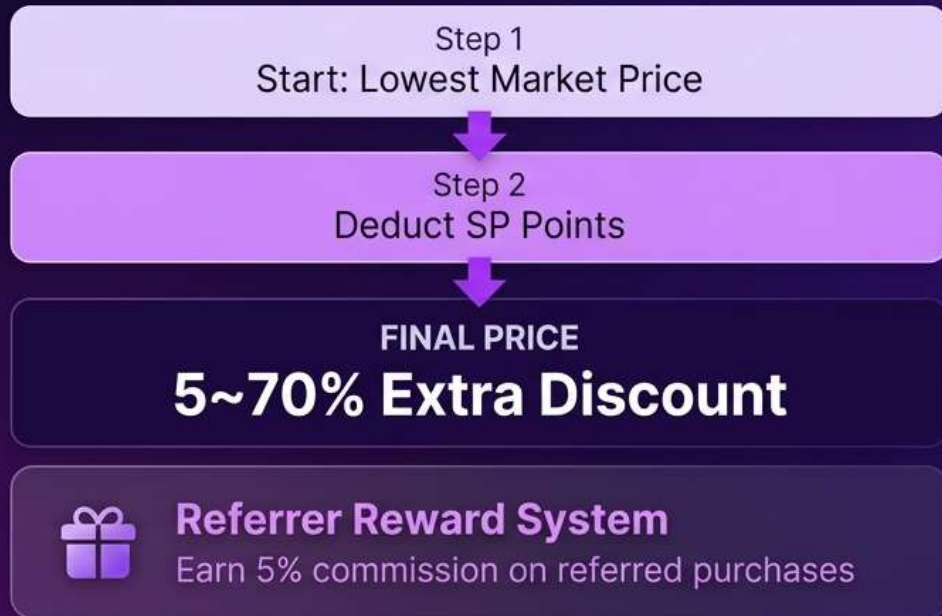
## DSW Store & Market

Global expansion - multi-region commerce integration








# DSW.S Shopping Mall — Where Tokens Turn Into Physical Goods

## Double Discount System



## Monthly Shopping Power by Tree Type

| Tree Type                                                                                       | Monthly Shopping Power |
|-------------------------------------------------------------------------------------------------|------------------------|
|  Apple Tree  | 150 KRW                |
|  Orange Tree | 450 KRW                |
|  Banana Tree | <b>2,700 KRW</b>       |
|  Melon Tree  | <b>6,000 KRW</b>       |
|  Mango Tree | <b>15,000 KRW</b>      |

\*Assuming 1 DSWAR = 1 KRW

-  Private Members-Only Mall
-  Lower Than Lowest Price
-  Net Zero Out-of-Pocket Challenge

# Seed-to-Forest: 100% Guaranteed Asset Acquisition

## Seed-to-Forest 4-Stage Process



**1) DSWAR Lock-up (Lock-up):** Stake tokens for set period to qualify for asset acquisition



**2) Earn Interest (DSWAR):** Receive staking reward interest during lock-up period



**3) 100% Seed Distribution:** Guaranteed Seed asset acquisition upon period completion



**4) Token Vesting:** Principal unlocked sequentially 25% per month over 4 months

## Lucky Box vs Staking

|                       | Lucky Box           | Staking                |
|-----------------------|---------------------|------------------------|
| Tree Acquisition Rate | 5~50%               | <b>100% Guaranteed</b> |
| Interest Earnings     | None                | Accrued                |
| Selling Pressure      | Immediate release   | Quarterly 25%          |
| Participation Method  | Short-term/Optional | Long-term/Required     |



### Seed Growth Mission

DSW gameplay + DSW Market trading + DSW.S shopping + Community participation for accelerated seed growth and bonus rewards

\* Premium presentation is sophisticated staking system

STAKING SYSTEM

# Real-Yield Staking

Staking System



**180-Day**  
Lock-up



**8~12%**  
**APR**



**TREE 100%**  
Acquisition



**4-Month**  
Split Withdrawal

**Zero-Inflation · Real-Yield · Real-Sales Based Interest Payment**

**System OPEN Expected First Half 2026**

# Zero-Inflation Real-Yield

“Interest paid solely from **real-world sales revenue** of DSW.S Shopping Mall, without minting new tokens.”

## Zero Inflation

No new token minting; supply capped at 5 billion

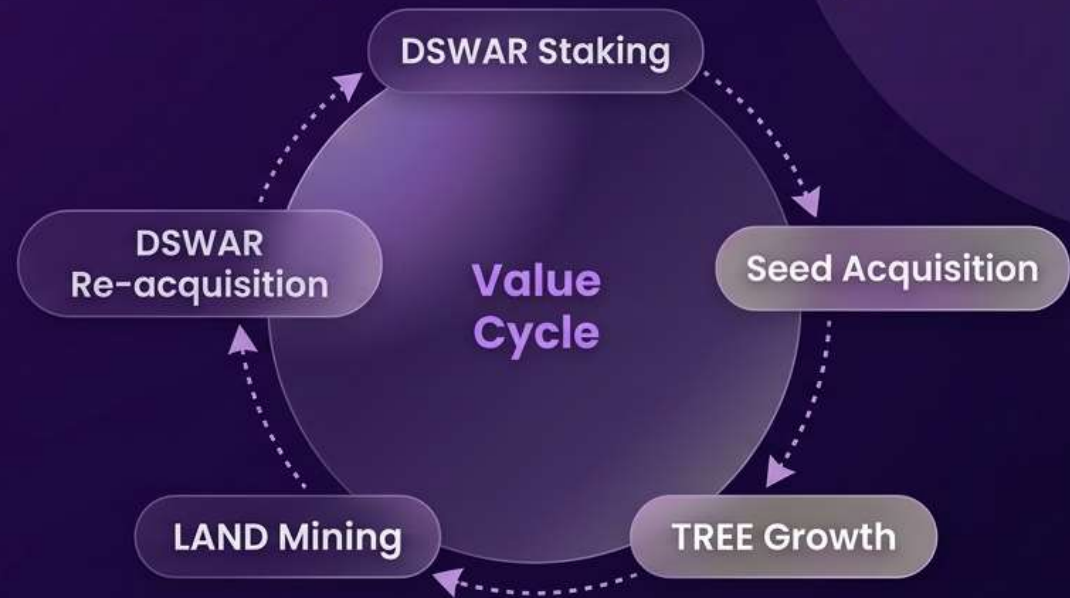
## Real Yield

Interest funded by actual DSW.S shopping revenue

## Circular Economy

Sustainable value loop between staking and commerce

## Ecosystem Circulation Loop



# STAKING SYSTEM - 180-Day Seed Staking Tier

| Plan                                                                                          | Required DSWAR | Interest (APR) | Seed Reward | Obtained TREE | 180-Day Interest |
|-----------------------------------------------------------------------------------------------|----------------|----------------|-------------|---------------|------------------|
|  Banana Plan | 90,000         | 8%             | Banana Seed | Tier 3        | ~ 3,550 DSWAR    |
|  Melon Plan  | 200,000        | 10%            | Melon Seed  | Tier 2        | ~ 9,863 DSWAR    |
|  Mango Plan  | 500,000        | 12%            | Mango Seed  | Tier 1        | ~ 29,589 DSWAR   |

Total Staking:  
**79,000,000 DSWAR**  
(300 participants simulation)

Break-even Sales:  
**~765,000 KRW/day**

4-Month Vesting:  
**25% released monthly**

# Principal Withdrawal Structure - 4-Month Vesting Design to Prevent Cliff

## Benefit Card (Comulative Recovery)



### Block Cliff Dumping

Linear vesting prevents sudden sell pressure



### Induce Long-term Holding

Gradual unlock encourages ecosystem engagement



### Tier 1 Audit Strength

Anti-cliff design meets exchange listing standards

## Elies Timelint (Withdrawal Timeline)



## The Circular Loop Created by Staking



# Impact on DSWAR Token & Price Scenarios

## Phased Impact Timeline






## Burn Mechanism (Sink Model)



## STAKING SYSTEM

# 180-Day Seed Staking Tier

| Plan                                                                                                    | Required DSWAR       | Interest Rate  | Seed Reward | Tree Grade                       | 180-Day Estimated Interest |
|---------------------------------------------------------------------------------------------------------|----------------------|----------------|-------------|----------------------------------|----------------------------|
| <b>BANANA TIER</b><br> | <b>90,000 DSWAR</b>  | <b>8% APY</b>  | Banana Seed | <b>3<sup>rd</sup> Grade TREE</b> | <b>≈ 3,550 DSWAR</b>       |
| <b>MELON TIER</b><br>  | <b>200,000 DSWAR</b> | <b>10% APY</b> | Melon Seed  | <b>2<sup>nd</sup> Grade TREE</b> | <b>≈ 9,863 DSWAR</b>       |
| <b>MANGO TIER</b><br> | <b>500,000 DSWAR</b> | <b>12% APY</b> | Mango Seed  | <b>1<sup>st</sup> Grade TREE</b> | <b>≈ 29,589 DSWAR</b>      |

\* Interest calculation: DSWAR Staked Amount × Interest Rate × (180 ÷ 365)

Total DSWAR Staked  
**79,000,000**  
 (300-participant simulation basis)

Break-even Daily Sales (Very Low)  
**≈ 765,000 KRW/day**  
 Based on actual mall revenue

Principal Split Withdrawal (Cliff Protection)  
**4-Month Vesting**  
 25% monthly sequential release post-maturity

CORE ASSETS

# Digital Real Estate: LAND & TREE Asset Structure

## Foundation Asset

### DSW LAND (Digital Real Estate)

Total Supply: 390,000 Limited

Sales Target: 90,000 @ 200 USDT

Utility: Essential for TREE / NP (DSWAR) mining revenue

## Commercial Building Premium Asset

### DSW Shopping Mall

High-difficulty mission reward + LAND ownership exclusive

Total Supply: 10,000 Limited

Utility: Direct use or sales rights trading

## Production Assets: Tree NFT Grades

| Grade (Tier) | Name                                                                                                    | Daily Mining (Output) | Lucky Box Total Supply | Lucky Box Price | Total Tree Supply | Acquisition Rate (%) |
|--------------|---------------------------------------------------------------------------------------------------------|-----------------------|------------------------|-----------------|-------------------|----------------------|
| Tier 1       |  <b>Mango Tree</b>   | 500<br>DSWAR/day      | 200,000<br>boxes       | 3,000<br>price  | 10,000<br>trees   | 5%<br>rate           |
| Tier 2       |  <b>Melon Tree</b>   | 200<br>DSWAR/day      | 300,000<br>boxes       | 2,000<br>price  | 30,000<br>trees   | 10%<br>rate          |
| Tier 3       |  <b>Banana Tree</b>  | 90<br>DSWAR/day       | 200,000<br>boxes       | 1,500<br>price  | 50,000<br>trees   | 25%<br>rate          |
| Tier 4       |  <b>Orange Tree</b> | 15<br>DSWAR/day       | 360,000<br>boxes       | 1,000<br>price  | 180,000<br>trees  | 50%<br>rate          |
| Tier 5       |  <b>Apple Tree</b> | 5<br>DSWAR/day        | 240,000<br>boxes       | 500<br>price    | 120,000<br>trees  | 50%<br>rate          |

# DSW Commercial Building System – Details

Ecosystem's Top Tier Yield Asset & Connection Hub



## LIMITED SUPPLY

10,000 units total; exclusive to LAND holders



## EARN MECHANISM

Use Charges to activate random reward boxes



## HUB CONNECT

Connects 4 major platforms: TREE, LAND, Games, Shopping Mall

# Core Overview

DSW Top Layer Commercial Building System



**Total Supply:**  
**10,000 Buildings**



**Loyal User Exclusive**  
Priority access for premium LAND holders



**Activation on LAND**  
Buildings require LAND NFT to operate



**Random Reward Box**  
Use Charges to unlock reward boxes



# 7 Reward Types and Utilization



## DSW.S Physical Voucher

Redeemable for real-world goods in DSW.S mall

Common



## DSWAR Token

Primary utility token for staking, trading, and ecosystem access

Common/Mid



## TREE Seed

Plant to grow TREE NFT and mine DSWAR rewards

Mid/Rare



## DSW Event Product

Limited-edition collectibles from special events

Rare



## LAND NFT

Digital real estate for commercial building placement and mining

Rare/Epic



## TREE NFT

5-tier yield-generating NFT with daily DSWAR mining

Rare/Epic



## Game Rare Item

In-game exclusive gear, skins, and collectibles

Epic/Legendary

# 3 Monetization Pathways

STRATEGY // PROFIT REALIZATION

Flexible liquidity options for diverse user needs

## Direct Consumption



Use DSW.S vouchers to purchase physical goods from DSW.S Mall at up to 70% discount

- **Best for:** Daily users seeking maximum value

## P2P Trading



Sell reward rights (vouchers, seeds, NFTs) for USDT on DSW Market

- **Best for:** Short-term profit takers

## Liquidate Charges



Sell remaining usage rights (Charges) for DSWAR to gain liquidity or reinvest

- **Best for:** Strategic asset reallocation

# Ecosystem Connectivity Hub Structure



# ROADMAP 2023 → 2027

## DSW Strategic Development Timeline



# DSWAR Tokenomics

Secure Economic Design & Value Preservation Mechanism

## Token Profile

Token Name **DSWAR**

Network **Solana Mainnet**

Total Supply **5 Billion**

Circulating **~1.2B**

Exchanges **DigiFinex, UZX**

## Distribution Breakdown



■ Ecosystem Rewards (40%) ■ Staking & Incentives (25%)  
■ Team & Advisors (15%) ■ Marketing & Partnerships (10%)  
■ Liquidity & Reserve (10%)

## Deflationary Mechanisms



### SP Payment Burn

5-10% of shopping transactions



### Item Upgrades

Character & asset enhancement burns



### Lucky Box Purchases

NFT acquisition burns DSWAR



### Staking Lockup

79M tokens locked, reducing supply

# Why DSW Now?

## KPI & INVESTMENT HIGHLIGHTS



### Real World Asset (RWA) Backing

DSWAR tokens redeemable for physical goods, bridging Web3 and real-world value



### Double Discount Shopping Structure

Up to 70% discount via lowest price + SP point deduction, unmatched savings



### Scarce Asset Multi-layer Structure

Limited LAND (390k) & TREE (390k) NFTs create digital scarcity and long-term value

### MAU Target

# 1M+

Monthly Active Users by 2027

### Annual GMV

# 100B KRW

Gross Merchandise Value target

### Token Burn Goal

# 1B DSWAR

Cumulative burn for deflation